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SPORTS



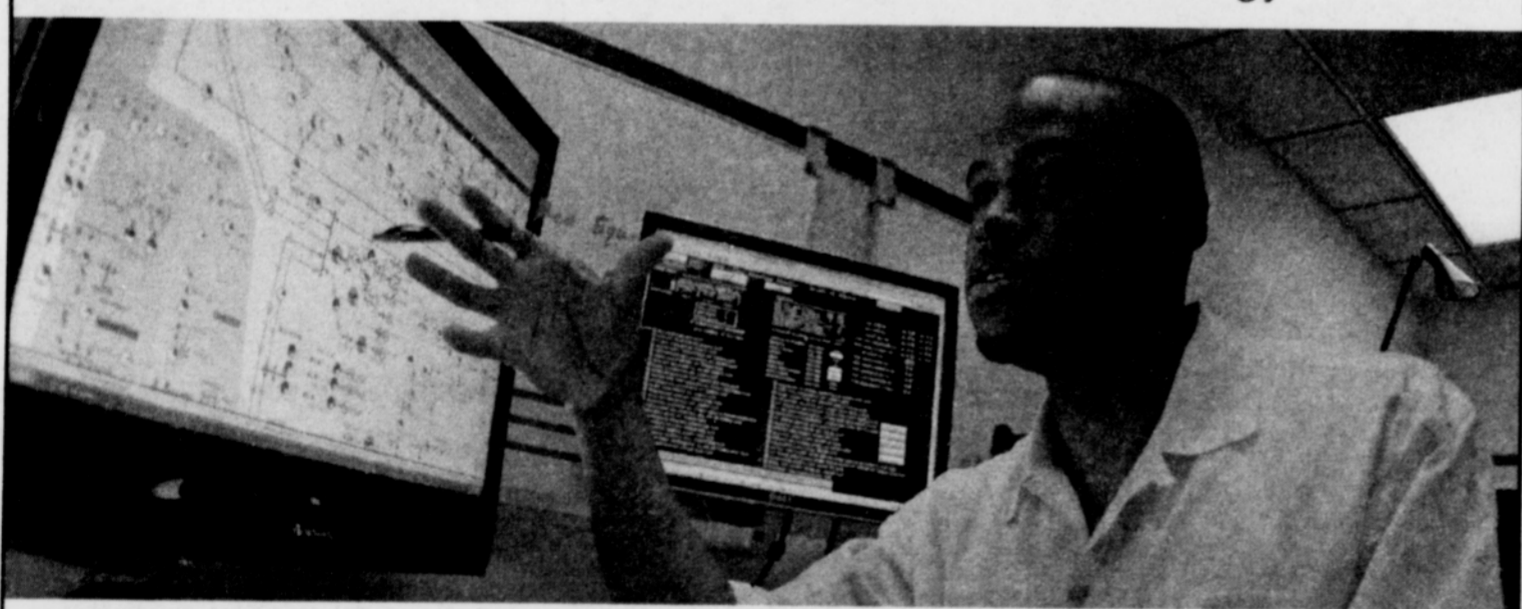
The Portland Trail Blazers are looking to rename the Rose Garden arena.

Blazers Look to Rename Arena

The Portland Trail Blazers announced Monday that they aim to re-name the Rose Garden arena. Sponsorships of stadiums and arenas can add millions of dollars to the bottom line of operating such facilities. "Finding a naming rights partner for the Rose Garden is one of our priorities entering the new calendar year. It's a critical partnership for us that will have a long-term impact on our franchise," said Chris McGowan, Trail Blazers president and chief executive officer. Premier Partnerships, a Los Angeles-based that has secured sports venue names for other major league teams will recruit bids for the naming process. The Rose Garden is owned by Vulcan Inc., a Paul Allen company, and operated by AEG Facilities. McGowan said with the help of Premier, the search begins to find a naming partner that "the city of Portland and the Trail Blazers brand can proudly associate with."

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